



# **Data and Privacy File Guides**

## **Marketing Communications Delivery**

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**File name** Marketing Communications Delivery.csv

**File description** Information supporting the email marketing campaigns sent to an individual.

**Why Apple keeps this information** This information is used to improve Apple's products and services and to be able to identify the marketing communication sent to an individual.

| Field Name                | Details                                                    |
|---------------------------|------------------------------------------------------------|
| Apple ID Reference Number | Apple ID is the unique identifier of the the campaign      |
| Country                   | Country of preference associated to an individual Apple ID |
| Delivery Time             | Time the email marketing campaign was sent to individual   |
| Email Subject             | The subject line of the marketing email sent               |
| Language                  | Language preference associated to an individual Apple ID   |